

**Amendments of the Claims**

The following listing of claims replaces all prior listings and versions of claims in this application.

Listing of Claims:

1. (Currently Amended) A television schedule system configured with an electronic program guide (EPG) database, the system comprising:

a receiving location for receiving a first television channel and a second television channel, wherein the first television channel provides regularly unscrambled television programs and the second television channel provides regularly scrambled television programs; [[and]]

a detector coupled to a processor for monitoring the second television channel to detect whether the second television channel is received without scrambling;

[[a]] the processor configured to:

display program listings including a first program listing associated with the first television channel;

determine based on an indication received from the detector that the second television channel is received without scrambling by a user that is a non-subscriber to the second television channel; and

modify the displayed program listings to include a second program listing associated with the second television channel in response to determining that the second television channel is received without scrambling.

2. (Currently Amended) The system of claim 1, wherein modifying the displayed program listing to include the second program listing associated with the second television channel includes turning ON the second ~~program-listing~~ television channel.

3. (Cancelled)

4. (Cancelled)

5. (Currently Amended) The system of claim [[4]] 1, wherein the processor is configured to modify the displayed program listings based on the output of the detector.

6. (Previously Presented) The system of claim 1, wherein the processor receives data from a service provider indicating the periods during which one of the regularly scrambled television programs will be received without scrambling.

7. (Previously Presented) The system of claim 1 further comprising a display for displaying a portion of the program listings in a guide format.

8. (Previously Presented) The system of claim 7, wherein the display further displays a promotional message in the guide for informing a viewer that the second television channel is received without scrambling.

9. (Currently Amended) The system of claim 8, wherein the promotional message is visually distinguished from the [[first]] program listing associated with the [[first]] television channel that provides regularly unscrambled television programs.

10. (Previously Presented) The system of claim 8, wherein the portion of the display including the second program listing is displayed upon user selection of the promotional message.

11. (Previously Presented) The system of claim 1, wherein the processor further adds the second television channel into a list of displayed channels.

12. (Previously Presented) The system of claim 1, wherein the processor further transmits an order to subscribe the user to a service provider of the second television channel.

13. (New) A television schedule system configured with an electronic program guide (EPG) database, the system comprising:

a receiving location for receiving a first television channel and a second television channel, wherein the first television channel provides regularly unscrambled television programs and the second television channel provides regularly scrambled television programs; and

a processor configured to:

display program listings including a first program listing associated with the first television channel;  
determine that the second television channel is received without scrambling by a user that is a non-subscriber to the second television channel; and  
modify the displayed program listings to include a second program listing associated with the second television channel in response to determining that the second television channel is received without scrambling.

14. (New) The system of claim 13, wherein modifying the displayed program listing to include the second program listing associated with the second television channel includes turning ON the second television channel.

15. (New) The system of claim 13, wherein the processor is configured to modify the displayed program listings based on the output of the detector.

16. (New) The system of claim 13, wherein the processor receives data from a service provider indicating the periods during which one of the regularly scrambled television programs will be received without scrambling.

17. (New) The system of claim 13 further comprising a display for displaying a portion of the program listings in a guide format.

18. (New) The system of claim 17, wherein the display further displays a promotional message in the guide for informing a viewer that the second television channel is received without scrambling.

19. (New) The system of claim 18, wherein the promotional message is visually distinguished from the program listing associated with the television channel that provides regularly unscrambled television programs.

20. (New) The system of claim 18, wherein the portion of the display including the second program listing is displayed upon user selection of the promotional message.